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Rocky Mountain Poll

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Contact: Earl de Berge
Research Director

STATE OF THE UNION SPEECH VIEWED BY ONE-THIRD OF ADULTS: LESS THAN HALF IMPRESSED

Phoenix, Arizona, March 1, 2006. After hanging on every word President Bush had to say in the post 9-11 environment, on January 31st of this year, two-thirds of adults in Maricopa County chose not to watch or listen to the President's State of the Union message.

Among those who did take the time, fewer than half said the speech left them with a more favorable regard for the President's policies, a third said they lost favorable regard for the President's policies as a result of the speech and the balance indicated that the speech had no impact on them whatsoever.

Least impressed by the speech were women, retirees and Hispanics.

When probed as to why they had reacted to the speech as they did, several interesting patterns emerged.

Among those who reacted favorably to the speech, most avoided comment on specific policy issues they liked and instead commented favorably on the President's personal charismatic appeal, honesty and general sense that he is a good man, working hard to do a good job. The balance made more specific references in support of his policies toward Iraq, tax cuts and the so-called war on terrorism. Surprisingly few comments were registered regarding his judicial appointments, immigration policies or even his support of fundamentalist family values issues.

Those who commented that the speech made them feel less supportive of the President's policies also tended to focus on his style of presentation or simply that they have come to dislike him as an individual and as a president. Arizonans who spoke more specifically about issues focused on two key areas of disagreement: belief that the economy is recovering too slowly, in spite of his policies; others even label the Bush administration as too inclined to tax and spend or as not being sufficiently adverse to federal deficits. Secondly, his policies to stay the course in Iraq also draw significant criticism.

The findings outlined in this report are based on a survey of 600 heads of household throughout the metropolitan Phoenix area conducted between February 15, 2006 and February 20, 2006, by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan Rocky Mountain Poll series. The public is welcome to visit www.brcpolls.com to read this and other recent polls.

STATE OF THE UNION SPEECH VIEWED BY ONE-THIRD OF ADULTS

EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2006-I-06), is based on 600 telephone interviews with heads of household throughout the metropolitan Phoenix area during February, 2006. Where necessary, figures for age, sex, race and political party were weighted to bring them into line with their actual proportion in the population. In a sample of this size, one can say with a 95 percent certainty that the results have a statistical precision of plus or minus 4.1 percent of what they would have been had the entire adult population been surveyed. The Rocky Mountain Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program sponsored by the Center.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

BELOW: Statistical data

For this and other polls, see www.brcpolls.com/results

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP 2006-I-06

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“Did you watch or listen to the State of the Union speech by President George W. Bush on Tuesday, January 31st?”

	% ANSWERS	
	YES	NO
TOTAL	34%	66%
Men	40	60
Women	28	72
Under 35	24	76
35 to 54	33	67
55 +	47	53
Retirees	44	56
Caucasian	36	64
Hispanic	35	65
Other	21	79

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Asked of those who saw/heard his speech: *“Did the content of his speech make you more supportive or less supportive of his policies?”*

|           | MORE<br>SUPPORTIVE | LESS<br>SUPPORTIVE | NO IMPACT ON<br>ME |
|-----------|--------------------|--------------------|--------------------|
| TOTAL     | 45%                | 32%                | 23%                |
| Men       | 45                 | 27                 | 28                 |
| Women     | 46                 | 37                 | 17                 |
| Under 35  | 36                 | 34                 | 30                 |
| 35 to 54  | 56                 | 25                 | 19                 |
| 55 +      | 39                 | 34                 | 27                 |
| Retirees  | 41                 | 36                 | 23                 |
| Caucasian | 48                 | 26                 | 26                 |
| Hispanic  | 32                 | 60                 | 8                  |
| Other     | 39                 | 22                 | 39                 |

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REASON FOR REACTION TO STATE OF THE UNION SPEECH

AMONG THOSE WHO REACTED FAVORABLY TO SPEECH		AMONG THOSE WHO REACTED UNFAVORABLY TO SPEECH	
PERSONAL/AFFECTIVE COMMENTS		PERSONAL/AFFECTIVE COMMENTS	
I admire – agree with all he says	43%	Disagree with him – speaks in meaningless platitudes.	30%
Is a good, honest and determined leader	18	Doing a bad job – no detail	25
Doing a good job – no detail	10	Not believable, no longer trust him	21
Like his family values	1	Poor speaker, hesitant, sounds uneducated and unsure	6
		Too aggressive – disrespectful of others	5
POLICY COMMENTS		POLICY COMMENTS	
Like his strength of commitment on Iraq	18%	Economic issues – disagree with him on tax and spending policies	21%
Liked what he said on jobs, economic policy	11	Disagree with him on Iraq	16
Support the war on terrorism	7	Disagree with him on everything	13
Like his immigration policies	3	Has hurt U.S. prestige in world	8
Is working to make U.S. stronger in the world	2	Disagree with him on health, education and social security	6
Good on social security	1	Dislike his domestic spying	2
Good on welfare reform	1	Poor environmental policies	2
Like his cabinet/judicial appointments	1		